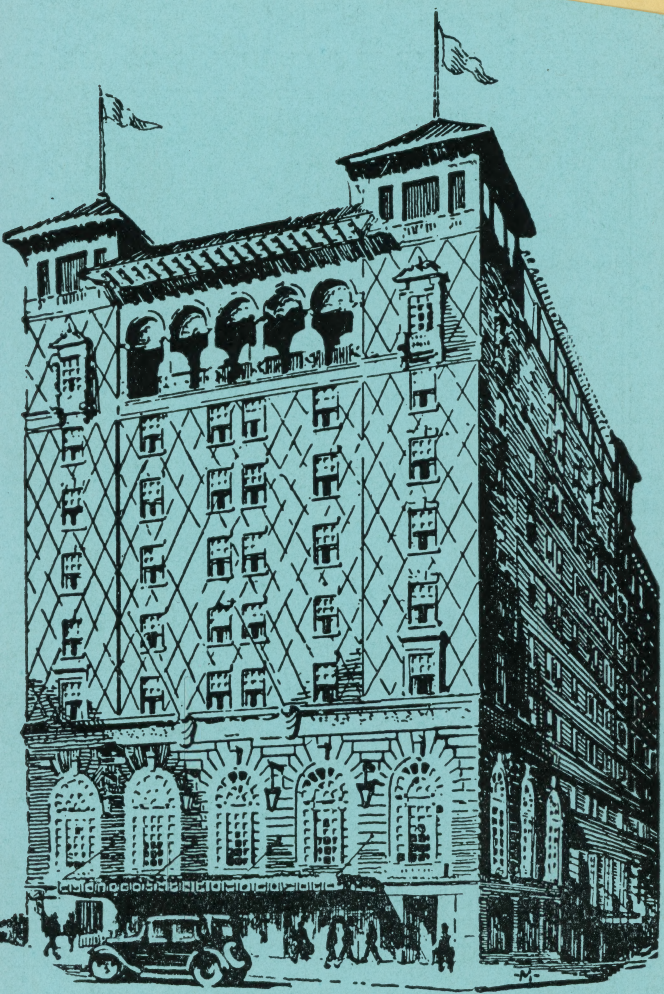
IN ASHEVILLE E. L. O.

The GEORGE VANDERBILT IS "TOPS"!



IN THE CENTER OF ACTIVITY

Business - Recreation - Shopping - Amusements

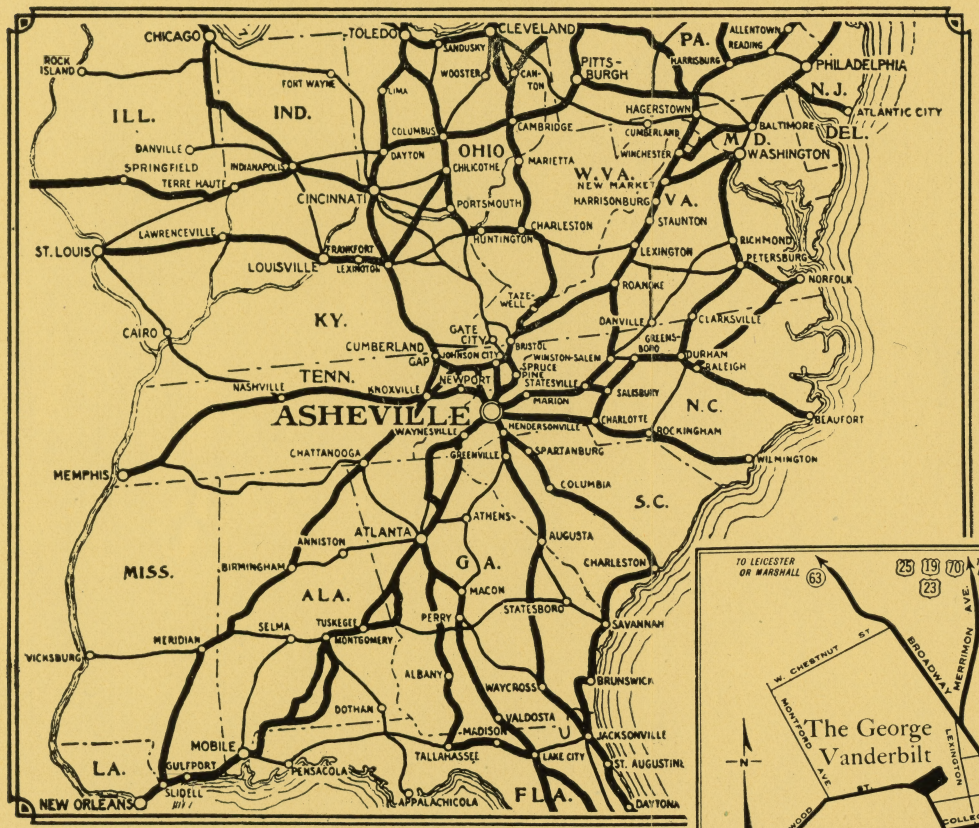
ASHEVILLE, NORTH CAROLINA

AAA

GEORGE VANDERBILT HOTEL

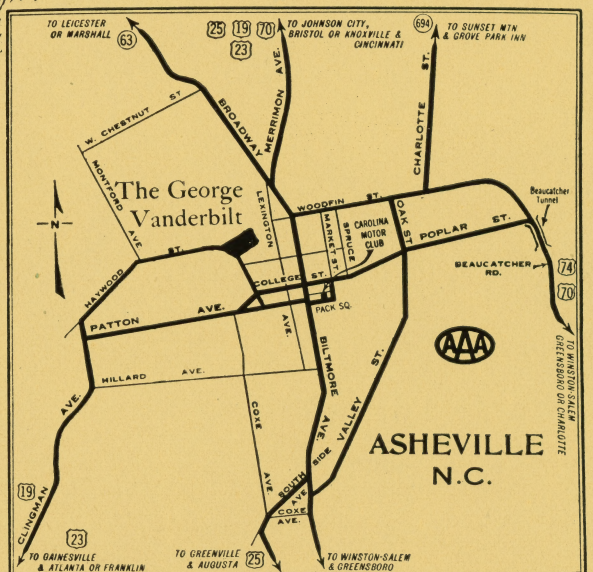
The GEORGE VANDERBILT IN ASHEVILLE N.C. IS "TOPS"!

ASHEVILLE IS CONVENIENT TO ALL OF EASTERN AMERICA



MILEAGES FROM ASHEVILLE

Atlanta	220	Knoxville	114
Baltimore	586	Lake Lure	28
Birmingham	402	Louisville	384
Black Mtn.	15	Marshall	22
Blowing Rock	99	Memphis	601
Boston	997	Miami	813
Brevard	42	Mt. Mitchell	17
Bristol	130	Mt. Pisgah	25
Buffalo	845	Muni Golf	4
Charleston	293	Nashville	344
Charlotte	120	N Orleans	795
Chicago	693	New York	768
Chimney Rk.	26	Oteen	5
Cincinnati	384	Philadelphia	674
Detroit	649	Richmond	406
Great Smoky Nat'l Park	50	Savannah	330
Greenville	61	Spartanburg	71
Hendersnville	21	Tryon	43
Highlands	88	Washington	531
Hot Springs	41	Waynesville	32
Jacks'ville	445	Weaverville	9
		Wilmington	337



Southern Railway Service

ASHEVILLE is within twenty-four hours of all cities in the Eastern Section of the United States and can be reached with not more than one change of sleeping cars from all sections. The Southern Railway maintains through daily service on fast schedules from New York, Philadelphia, Baltimore, Washington, Chicago, Indianapolis, Cincinnati, St. Louis, Memphis, Louisville, New Orleans, Birmingham, Jacksonville and Charleston.

GEORGE VANDERBILT HOTEL

ASHEVILLE, N. C.

"In The Land of The Sky"

ON the rim of an historic state, mounted on a plateau and fringed with majestic mountains of the Blue Ridge, Pisgah and Craggy ranges, Asheville nestles in comfort and restful beauty.

Asheville is the cynosure of Western North Carolina to the outside world. It is the capital of the Land of the Sky, the Gateway to the Great Smoky Mountains National Park, and large tourist agencies throughout the land, anticipating the trend, are conducting their tours into this romantic country—the last frontier in Eastern America.

Asheville's peculiar charm is its individuality,—blending the floral variety of the tropics, the evergreen permanence of the North and the sturdy grandeur of the Rockies, the Land of the Sky has much of which to be proud.

The Biltmore House

Here we have the latest benefaction of the Vanderbilt family to Asheville—and the world.

For the present the public is permitted to view the magnificient Vanderbilt Estate; to inspect its gorgeous gardens, unmatched in the whole world; to enter the Mansion and to see treasures and valuable works of art that heretofore have been seen only by the intimate friends and especially invited guests of the Vanderbilt family.

Asheville

in ASHEVILLE N. C.

At The Threshold of The Great Smoky Mountains National Park

The George Vanderbilt is the ideal stopping place for your tour of the Park

TOWARD the setting sun, less than three hours away by motor, is the Great Smoky Mountains National Park, 700 square miles of scenic beauty in the oldest mountains on earth.

Many parts of the world have higher elevations, but none hold such wealth of flora and fauna life as "The Smokies" in "The Land of the Sky." These purplish-blue mountains are covered, with few exceptions, to their very summits with more than 150 varieties of trees and approximately 400 types of shrubs, flowers and herbs.

Asheville stands 2300 feet above the sea-level, but nestles in a protective mountain wall pocket in the western shadows of these mile-high park peaks.

Fine highways have brought this great wonderland of nature so near, that you may drive completely through the park in an easy one-day round trip of about 200 miles, within the purse-pace of most anyone.

The way is west from Asheville on U. S. 19 for about 60 miles to where N. C. 112 turns north through the land of the Cherokee Indians and into the park, high up over Newfound Gap and on down into the Tennessee side. At Newfound Gap in the center of the park, the new Skyland Drive leads to the Clingman's Dome parking space, the highest parking ground in Eastern America.

The new Blue Ridge Parkway, which will connect the Great Smoky Mountains National Park with the Shenandoah National Park is now under construction. This route, passing near Asheville, will be a crest-riding boulevard of majestic beauty and magnitude.

The Dining Room

THE GEORGE VANDERBILT is a community-built hotel and the operation is directed by a board composed of the business leaders of Asheville. Ideals verily built into the structure are the zealously guarded standards for its management, and one finds at the George Vanderbilt an atmosphere such as is seldom found away from one's own fireside.

Direction, J. H. ENWRIGHT.

Room tariffs are arranged to suit every purse, and range from $2.50 per day, single, with bath.

Commodious sample rooms on each floor, moderately priced, are arranged for the most attractive display of merchandise.

Low winter rates offer attractive rentals for permanent guests and may be had upon application.

The Lobby

The GEORGE VANDERBILT in ASHEVILLE N. C.

BEARING the name of a great philanthropist and one of Asheville's greatest benefactors, the George Vanderbilt Hotel, monument to its distinguished name-sake combines with its luxurious appointments and exceptional cuisine a sincere service at moderate tariffs.

The George Vanderbilt Hotel is the nearest hotel in Asheville to stores, offices, railroad and bus stations and the business and theatre districts. Its central location enables a guest to save valuable time. An official garage adjoins the hotel and competent attendants are always at hand to take care of the guest's car. Simply step from the automobile into the hotel. At the George Vanderbilt everything is anticipated for the comfort of its guests. From the moment of registration—service begins.

In the new Grill, where the finest of foods are served and where menus are priced to fit the individual purse—in the dining room, amid an atmosphere of quiet elegance—in the room service—in all contacts with the guest the closest supervision is maintained so that the George Vanderbilt may well deserve its reputation — "Asheville's Finer Hotel."

Musical concerts of the highest character are nightly features in the lobby and these programs are broadcast over WWNC, the "Land of the Sky" radio station.

The Ballroom

The George Vanderbilt is the chosen headquarters of many organizations convening annually in Asheville and this because of its ideal convention facilities. The Ball Room and Convention Hall comfortably accommodate six hundred persons.

Golf In Asheville

ABOUNDING in natural hazards, surrounded by beautiful mountain scenery, and kept in the pink of condition the year round, Asheville's four 18-hole courses are among the finest in the South.

The Asheville Country Club course is 18 holes in length, and is laid out along the side of Sunset Mountain. This is one of the oldest country club courses in America.

The Biltmore Forest Country Club 18-hole course, designed by Donald Ross, is unusually fine.

The City of Asheville maintains a very sporty municipal 18-hole Donald Ross course with a comfortable, well equipped club house.

The Beaver Lake course, also designed by Donald Ross, is 18 holes in length and overlooks beautiful Beaver Lake.

A number of large tournaments are held on the Asheville golf courses each year and the climate is so mild in winter that golf is enjoyed the year round.

The Beaver Lake Golf Club House